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ABSTRACT

A shopper is a local newspaper-format periodical that carries advertising and is circulated free of charge to the general public. This document compares the impact of the free shopper with that of the major daily subscription papers among suburban residents. For the study, a sample region was selected from the Long Beach and Orange County area of California, and a survey was administered randomly to one resident on each block of the designated region. The shopper newspaper was evaluated according to the following norms: effectiveness as an advertising medium and as a source of news content; use by those not subscribing to a daily news source; value according to mileage from newspaper location; impact on lower income residents; and distinctions between home delivered free newpapers and those available in retail stores. The survey results reveal that, although suburban residents read and use the shoppers, free distribution newspapers are not replacing paid circulation papers in providing local news or advertising. (HAI)

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"SHOPPER" NEWSPAPERS: ARE SUBURBAN RESIDENTS GETTING THEIR COMMUNITY NEWS FOR FREE?

by

Gerald C. Stone and Edgar P. Trotter

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"SHOPPER" NEWSPAPERS:
ARE SUBURBAN RESIDENTS GETTING THEIR COMMUNITY NEWS FOR FREE?

The newspaper industry today is troubled about a statistic that shows newspaper circulation is not keeping pace with the growth of American households.[1] The issue being raised is that the population may be losing its need or desire for the primary functions that have been attributed to newspapers specifically among all mass media: the presentation of local news.[2] Recently the newspaper industry--which has had a long history of dragging its feet on issues related to public interest in the product--has made readership its research priority.[3] Studies aimed at understanding why the public (and younger readers especially) doesn't read newspapers as frequently as it once did have identified 42 possible causes for this apparent apathy, but nowhere does the research list the rise of "shoppers" or freely circulated papers.[4]

Today we may isolate two distinct trends: 1) that newspapers have lost their traditional focus of appealing to reader interests in news of their own communities; and, 2) that economic pressures have made the daily newspaper less of a necessity and more of a luxury, particularly when much of the same information is available--often in a diluted form but nonetheless available--through free newspapers.

It is not difficult to document either of these trends. We find that daily newspapers, especially those in the larger metropolitan areas, are losing their readership base. As the middle class flees the urban area for the suburbs, many of these prime newspaper subscribers are dropping the metropolitan paper and taking their suburban newspaper.[5] Recognizing that subscribers will turn to the paper that best covers their local community,

the metro papers have begun specially edited suburban editions to regain this lost readership.[6]

The trend away from local news coverage is not a content weakness of the big city dailies so much as it is a sociological erosion of their traditional readership base.[7] Today, the subscriber may consider himself more a resident of Northeast Jonesville than of Jonesville, and he may even consider himself more a resident of Hillsborough Tract than of Northeast Jonesville. He's more concerned with Hillsborough's playground safety as a local issue than he is with the Jonesville park commissioner's new plan for fenced concrete playgrounds at the inner city schools. He may be more concerned about his own ward's school board candidates than with the Jonesville mayoral election. Jonesville's paper will list the names of his ward's school board candidates with those of candidates from all the other wards of the city, but if this suburban area resident wants a story about his own ward's candidates--wants to see their pictures and read their qualifications--he'll have to go to another source for this local information. Where can he go?

Perhaps the Hillsborough resident can get this information in his suburban daily, if there is one and if it has the staff and space to provide such depth coverage of the Hillsborough ward elections. But the chances are equally likely that the suburban paper provides no more of his local interest news than does the metro daily. His primary source of information may be word of mouth or a flyer from the ward's registrar of voters.[8] Yet, perhaps more likely, he'll find this information is a weekly shopper that circulates in Hillsborough and the two adjacent residential tracts. The same is true for local display advertising for the nearby shopping center and for the classified ads of Hillsborough residents' garage sales.

The rise of shoppers is nothing new.[9] They competed against both

rural and urban weeklies in the 1950s until it became accepted practice for the weeklies to put out their own shoppers as an ounce of prevention. But the pervasiveness of this practice has only recently been documented.[10] Today it is common for a daily paper to put out a reprint advertiser edition and to distribute it free of charge to residents who don't subscribe to the daily. Ads that might not be sold otherwise are being included in these shoppers because they boast 100% household penetration and their rates are generally lower than direct-mail methods of advertising.[11] There is a possibility also that mailed advertisers are discarded as junk mail while the shopper, because of its format, is perceived as a weekly newspaper. This brings us to the second trend.

The price of most newspapers, even the weeklies, has been raised substantially since 1970.[12] A subscription to a major daily today might be as high as $120 annually and this cost, coupled with the lack of local news, may reduce its saliency to potential subscribers. Why should they pay that sum for a daily newspaper when they get national and local news on television and radio, and they get their shopping and community issue needs satisfied for free in the shoppers?

Perhaps many publishers don't consider shoppers real competitors against their daily newspapers. One senior editor likened them to billboards and skywriting.[13] He may be right, because, although studies have been done on the industry trend toward putting out shoppers, this is the first study to attempt an exploration of their perceived impact among community residents.

Methodology

The authors decided their geographic location would be a fertile field for a survey of the impact of shoppers. The Long Beach, California, and

adjacent Orange County areas contain several large daily newspapers; more than 20 separate municipalities, each served by at least one shopper; and a wide continuum of residential attributes from type of dwelling to age, income, race and educational level. The mass media mix is one of the most varied in the country with a host of VHF and UHF television stations, AM and FM radio, daily and weekly newspapers, local magazines, and pamphlets or newsletters distributed by city governments. Shoppers include those published by the dailies, independents, chain-published shoppers, direct-mail shoppers and supermarket advertising shoppers. In short, the area provides a wide configuration of media choices available to an extremely heterogeneous population.

The sample was selected by obtaining maps of the geographic areas under study and making grids on plastic overlays so the represented land areas on the maps would be equal. Sampling points were made by putting dots on the overlays at inch intervals from left to right and down by use of a table of random numbers. In this way street blocks were marked on the map and interviewers were given a list instructing them to survey randomly assigned dwellings on the basis of distance from sampled intersections. Interviews were to be conducted with the first adult to answer the door, although each interviewer was to try to balance his total respondents by sex. In the event a survey point from the overlay fell in a high school's football field, or in the runway of an airport (as happened), the researchers used the nearest residential street as the survey point and told interviewers to make the same kind of adjustments for open fields or business districts they might encounter. If the survey point was an apartment complex or other multiple dwelling unit with doors that did not face the street, the interviewer was told to complete the survey form with a single resident of the unit. The rationale here was

based on the knowledge that shoppers aren't usually distributed in apartment complexes.[14] Interviewing was conducted by senior and graduate journalism and communications research students at California State University, Long Beach and California State University, Fullerton.

It is difficult to estimate the representativeness of the sample, but the demographics (Table 1) suggest the sample is well-balanced by sex, age and income, and that it does overrepresent single-family dwelling units. The race variable may indicate that minorities were underrepresented, especially Mexican-Americans, but interviewers were unable to complete the form with potential respondents who spoke only Spanish (the case in many of these instances).

Table 1

Demographics

Male = 37%	Below 35 = 32%	Caucasian = 83%	Income below $10,000 = 31%
Female = 63	35 to 55 = 53	Black = 4	$10,000 to $20,000 = 53
	Above 55 = 15	Mex. Am. = 8	Above $20,000 = 16

Single-family dwelling = 87%
Multi-family dwelling = 6
Apartment = 7

The questionnaire had been discussed at length by the two research cl sses and was designed to allow respondents to name their primary source for local news as the initial, open-ended question and to probe their use of three types of periodicals (see Appendix A for the complete questionnaire). In all, 432 completed questionnaires were computerized and used in the analysis.

Operational Definition

A definition of "shopper" newspaper must be given because this term was discussed with students who later did the interviewing and who may have

had to clarify the concept as the questionnaire was being administered. For the purpose of this survey, we defined a shopper as a local newspaper-format periodical which carries ads and is circulated free of charge to the general public. It may be delivered to the home by carrier or by mail, or it may be available only at street or store racks. It may or may not carry news or opinion, but it must include some form of advertising. The publication may solicit subscription funds or donations, but availability of the publication would continue whether or not these funds are paid.

The definition excludes paid subscription magazines and newspapers, freely distributed catalogues, preprints or other material inserted into paid-subscription publications, political mailings that carry no ads, non-local publications and special-interest periodicals.

The definition includes any local newspaper or other periodical which is distributed free of charge, without being requested, to the home and which contains advertising. It also includes local classified ad periodicals available in grocery stores or on street racks. In a general sense, the criteria are free distribution and some form of local competition against local newspapers that do charge subscription prices.

Obviously, this definition was not read to respondents, but it was the concept interviewers were given in class and which the students were told to use after a pretest of the questionnaire indicated some respondents did not understand the "shopper" segment of the questionnaire (although the term "shopper" was purposely not used on the form).

Hypotheses

As the first of its kind, this survey was exploratory. We frankly did not know what to expect from the respondents. We thought there would be

a level of awareness among residents concerning shopper papers, but we weren't even sure they could make a distinction between the shoppers and direct-mail advertising for grocery stores. Our general hypotheses were these:

1) Those who do receive the shoppers read parts of their content.
2) Use of the shoppers will be greater for those who do not subscribe to a daily paper than for those who do subscribe to a daily.
3) In the survey area, residents who do not subscribe to a daily newspaper will depend on a shopper as their primary source of news about their local community.
4) As the residential distance from the downtown business district (city hall) of a city with a major daily increases, the likelihood of subscribing to the major daily will decrease and the reliance on shoppers will increase.
5) Lower income residents will rely less on daily newspapers and will rely more on free distribution papers.
6) Residents make a distinction between a shopper that reaches them at home and an advertising shopper available only in retail stores.

Before investigating these hypotheses, we feel some descriptive data from the study should be discussed.

Descriptive Data

Since the data were collected in suburban areas at least 20 miles south of Los Angeles, it is helpful to learn how the respondents answered the open-ended question on their information source for "local" news. Table 2 shows first and second response to the question, and indicates printed media are the most highly used sources of local information. Further, it should be noted

Table 2
Selected descriptive statistics

Percent of sample reporting where they look for 'local' news

	TV	News-paper	Radio	Newsletter /pamphlet	Inter-personal	Other	NA
First Response	18%	49%	4%	12%	8%	2%	6%
Second Response	3	9	3	9	3	--	73

Percent of sample reporting daily newspaper subscriptions

	Major Metro	Non-Metro	Two or More	None
Newspapers Subscribed	48%	14%	10%	28%

Percent of sample reporting about free home-delivered newspapers

	How Many Received			Could Give Name	Do You Read It	Ever Asked to Pay for It
	None	One	Two or More			
Free Home Delivered Newspaper	24%	34%	42%	62%	49%	23%

Perceived usefulness of both types of free newspapers

	Very Useful or Useful	A Problem or Nuisance
Free Home Delivered	48%	33%
Store's Shopper	41	-not asked-

Reported use of advertisements in daily newspapers, free home-delivered newspapers, and store distributed newspapers

	Reads Ads In This Type	Ever Placed Ad In This Type	Tried to Buy From Ad In This Type
Daily Paper	84%	39%	37%
Free Home	48	12	20
Store Shopper	--	11	17

that newsletters and pamphlets were named by a greater percentage of respondents than some of the more traditional information media. The newspaper subscription statistics are similar to a national sample of newspaper subscribers, with 72% of the sample being in the subscriber category.[14]

The table shows that free home-delivered newspapers are received by three-quarters of the sample subjects, 42% of whom receive two or more such papers. The majority of people who receive a free paper could name it; nearly half said they do read it. Yet, as shown in Table 2, the practice of trying to collect for delivering a "free" paper is not as widespread as the literature indicates, as only 23% of these respondents report ever having been asked to pay.[15]

The table shows respondents think the home-delivered papers and even those available only in retail stores serve a purpose, though these figures don't indicate personal utility. In fact, a third of the sample said they had found the home delivered papers a nuisance.

Because shoppers are often considered merely an advertising medium, this aspect was considered an important part of the questionnaire design. Table 2 shows a comparison of respondents' use of advertising in each of the three types of papers mentioned in the survey, and indicates some interesting habits. First, the percent of people reading the advertising in the three forms of papers drops by nearly half at each lesser level of "news"paper, but that still means half the sample reads home-delivered shopper ads. The activity in using ads is not the same as in readership of advertising generally. Twice as many people had tried to buy from a daily paper during the past year as had tried to buy from either type of shopper, and three times as many people had tried to sell something (ever) in the daily as in either type of shopper.

To summarize the advertising comparisons, we may say the daily is a much better ad medium than store shoppers and is a significantly better ad medium than free home-delivered newspapers. However, the interest in buying from the two types of shoppers is half of what it is in buying from the daily paper, and that figure may be a cause for concern among paid circulation dailies.

Hypotheses Investigated

Home delivered newspapers go by many names, not the least of which is "throwaway," a term which connotes lack of readership, perhaps.[16] Thus, the first important question to answer was whether persons who receive the papers actually read them. The first hypothesis states that those persons who reported receiving the newspapers would also report reading some part of them. Table 3 shows well over half the people who reported receiving a home delivered free newspaper answered they did read some content in the paper, either editorial or advertising.

Table 3

Percent of persons who reported reading free home delivered papers by number of papers received.

Number Papers Received	Read Editorial Content (n=199)	Read Advertising Content (n=195)	Read Both Ads & Editorial Content (n=153)
None	8%	10%	7%
One	57	54	47
Two	60	59	53
Three	58	57	51

Restructuring the data in Table 4, we find that a majority of people who reported receiving the newspapers read their editorial content and their advertising content.

Table 4

Readership of editorial and ad content by reception of free home delivered newspapers.

	Don't Read Content (n=233)	Read Content (n=199)	Don't Read Advertising (n=237)	Read Advertising (n=195)
Don't Receive Papers (n=106)	91%	9%	89%	11%
Do Receive Home Papers (n=326)	42	58	44	56
	X^2=73.9;1df;p < .001		X^2=63.1;1df;p < .001	

It should be noted that there is a great similarity between the readership of content and the readership of advertising matter in the table, an indication that the same people report reading both types of material in the shoppers. The data do indicate (table not given) that 77% of respondents who reported reading any portion of their shoppers read both advertising and editorial matter.

Our second hypothesis suggested that the use of shoppers would be greater among persons who did not subscribe to a daily newspaper. Operationally, we defined use of shoppers by means of an index constructed of answers to eight questions about whether the respondents read the content of the publications, either advertising or editorial; whether they had ever used the publications to either purchase or sell an item; and whether they had ever picked up such a publication at a retail store. Four of the questions dealt specifically with the home delivered newspaper and four with the newspaper available at retail stores. In addition, respondents were asked to rate the usefulness of both the home delivered publication and the newspaper available at the store. In all, five analyses were made. None showed any significant difference between subscribers and nonsubscribers of daily

newspapers with regard to their reported utility or perceived utility, (see Table 5).

Table 5

Differences in shopper uses and attitudes by subscribers and nonsubscribers to daily newspapers.

	Daily Non-Subscribers	Daily Subscribers	t	p
8-item index ("8" maximum use)	2.48 (n=135)	2.55 (n=297)	.32	n.s.
4-item index for home delivered ("4" maximum use)	1.22 (n=135)	1.21 (n=297)	.12	n.s.
4-item index for store shoppers ("4" maximum use)	1.33 (n=135)	1.27 (n=297)	.47	n.s.
5-point scale on perceived home delivered utility ("5" most useful)	3.08 (n=133)	3.15 (n=291)	.57	n.s.
5-point scale on perceived store shopper utility ("5" most useful)	2.96 (n=135)	3.01 (n=290)	.36	n.s.

We find, then, there is no perceived difference in use of either the home delivered or the store shopper based on whether the respondent subscribes to a daily newspaper. This is the first evidence of one of the study's major precepts. It refutes the contention that people are substituting the shoppers for their former reliance on paid circulation newspapers.

Our third hypothesis suggested that, more specifically than implied in the second hypothesis, nonsubscribers to the daily newspaper would find the free newspaper a greater source of news about their local community. To determine if this were the case, we turned to an item which asked the respondents to identify what type of content they read in the free newspapers. If the

respondents had indicated that they did read the free papers, they were asked, "What types of stories do you read in these free newspapers?" This free-response question was coded according to the first response given. All responses were coded into the following categories: community, general, advertising, real estate ads, sports, fashion, all of it, headlines, and none of it. Collapsing the categories further produced four generalized content groupings: 1) community-sports; 2) general-all of it-headlines-fashion; 3) advertising-real estate ads; and, 4) no answer-none of it. Cross tabulations were performed on the data in Table 6 with subscribers and nonsubscribers to daily newspapers.

Table 6

Readership categories of free newspapers by subscribers and nonsubscribers to daily newspapers.

	No answer; None of it	Community & sports	General, all, fashion, heads	Ads & real estate ads
Nonsubscribers to dailies (n=135)	55%	27%	13%	5%
Subscribers to dailies (n=297)	54	20	18	8

$X^2=5.0;3df;p=n.s.$

We expected the nonsubscribers to daily newspapers to show a greater tendency for reading community news and sports. Although a slightly greater percentage of nonsubscribers to dailies did give the expected community news answer, no statistically significant differences in the two subscriber groups were found.

Again, the finding refutes speculation that people substitute shoppers for information they would normally receive in a paid circulation newspaper.

Hypothesis four states that as the distance from the resident's locality to the city hall area where a major daily is published increases, there will be less likelihood the residents will subscribe to a daily newspaper and the more likely the resident will be to rely on a shopper. The hypothesis contains corollary assumptions and must be investigated in two phases. In the first phase, we determined the approximate distance in miles from the residents' town to the nearest of three cities where major dailies are published: Long Beach (home of the Independent Press-Telegram); Torrance (home of the Daily Breeze); and Santa Ana (home of the Orange County Register). We collapsed the mileage into three categories and subjected the sample to a crosstabulation based on residents' subscribing to one of six major dailies, the four nearby dailies and the Los Angeles Times or Herald Examiner.

Table 7

Subscription to a major daily based on residential distance from city hall in the town of daily publication.

	0 to 5 Miles (n=105)	6 to 10 Miles (n=211)	11 or More Miles (n=108)
No Subscription to Major Daily	37%	54%	69%
Does Subscribe to Major Daily	63	46	31

X^2=21.2;2df;p<.001

Table 7 shows that distance from the city hall of the town of publication of a major daily is a factor in subscribing to a daily, and is the basis for acceptance of the first phse of the hypothesis.

To test the second phase of hypothesis four, we correlated actual

mileage with the five use indices created for shoppers.

Table 8

Distance from the city hall of a major daily correlated with measures of shopper utility.

	r	n	p
8-item Index; Use of Both Shopper Types	+.096	424	.024
4-item Index; Use of Home Delivered Shopper	+.165	424	.001
5-point Scale; Usefulness of Home Delivered	+.087	424	.038
4-item Index; Use of Retail Store Shopper	-.044	424	n.s.
5-point Scale; Usefulness of Store Shopper	-.024	424	n.s.

Table 8 allows us to accept the second phase of hypothesis four with respect to home delivered shoppers and is the first finding that confirms an intuitive belief about the perceived utility of the two different forms of shoppers in the study. There was a statistically significant correlation between distance from one of the three cities and reliance upon free newspapers in general and, more specifically, home delivered newspapers. As distance increased, reliance upon these media increased. No significant correlation was found for the store-distributed newspapers. This finding must be reconciled with the earlier finding from hypothesis two that there is no perceived difference in shopper utility based on subscription to a daily newspaper. The two findings seem to indicate that subscribers and nonsubscribers to dailies use the shoppers in the same way, but there is a difference in use as the local community becomes further removed from the city of publication of a daily paper. The home delivered shoppers are being relied on more by residents at greater

distances from the seat of major daily publication.

Hypothesis five deals with income levels and states that lower income residents will rely more on free distribution newspapers. To test this hypothesis we first determined the likelihood of subscribing to a daily paper based on a resident's income level (in Table 9) and found that the mid-level and highest level of income residents were significantly more likely to be subscribers while the lower income group was more likely to be among nonsubscribers.

Table 9

Income levels and likelihood of subscribing to a daily newspaper.

	Below $10,000 (n=130)	$10,000 to $20,000 (n=225)	Above $20,000 (n=70)
Nonsubscriber	42%	25%	30%
Subscriber	58	75	70

$X^2=11.1;2df;p < .004$

We then isolated the residents who said they received a free home delivered shopper and correlated an increase in income with our five utilization scales for the two kinds of shoppers (Table 10).

Table 10

Income level correlated with shopper utility

	r	n	p
8-item use index; both shopper types	-.11	326	.02
4-item use of home delivered shoppers	-.07	326	n.s.
5-point scale; usefulness of home	-.03	326	n.s.
4-item use of store shopper	-.11	326	.02
5-point scale usefulness of store shopper	-.18	321	.001

All items in the correlation table are negative which shows that as income rises, the utility of shoppers generally decreases. However, only three of the items are significantly correlated with income: the scale for both types of shoppers taken together and the two indices dealing with the store shopper. We therefore conclude that higher income residents don't use store shoppers, but we are unable to support the second phase of hypothesis five: we have not shown that lower income residents are more likely to rely on free distribution newspapers. The fifth hypothesis' results are consistent with earlier evidence that there may be a perceived difference between the two types of shopper newspapers, but it is left to the last hypothesis to document this difference.

Hypothesis six suggests that residents do make a distinction between home delivered free newspapers and those shoppers available only in retail stores. To test the assumption, we isolated those respondents who said they did receive a free home delivered newspaper and contrasted their utility ratings of the two types of shoppers using t-tests. Table 11 shows the results of this analysis and indicates there is a significant perceived difference between the two types of shoppers.

Table 11

Differences in perceived utility of two types of shoppers for those who receive free home distributed paper.

5-point Useful Scale for Home Shoppers ("1" most useful)	5-point Useful Scale for Store Shoppers ("1" most useful)	4-point Utility Index for Home Shoppers ("4" greatest use)	4-point Utility Index for Store Shoppers ("4" greatest use)
$\bar{X}$	$\bar{X}$	$\bar{X}$	$\bar{X}$
2.78	3.06	1.52	1.29
n=326; t=3.35; p < .001		n=326; t=2.69; p < .01	

Conclusions of Analysis

In all, the study refutes many of the ideas which were espoused by the authors. We found little evidence to support the belief that free distribution newspapers are supplanting the traditional role of paid circulation papers, either in providing local news or advertising. In fact, we found evidence supporting a "need for orientation" perspective in which those who subscribe to dailies are also prominent users of the shoppers.

We found that residents do make a distinction between the free newspapers they receive at home--they use them more and hold them in greater esteem than the free papers available only at retail stores.

We found a tendency for people to depend less on major daily papers as their local community was further removed from the seat of publication of a major daily, and for these people to depend more on free home delivered shoppers.

But the best documented finding of the survey was the evidence that free home delivered shoppers are not being taken lightly by residents. These newspapers are a source of information and an advertising medium, and are being accepted in today's mass media marketplace. The present study's findings should not be a cause for alarm among those who manage the nation's paid circulation newspapers, but the evidence suggests that home delivered shoppers are potential competitors which must be taken seriously.

Footnotes

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[11]Ibid.

[12]Gerald L. Grotta and Michael Lee Taylor, "Circulation Price Elasticity in the Daily Newspaper Industry," (Paper presented to the AEJ Newspaper Division, College Park, Maryland, August, 1976).

[13]Personal correspondence between Gerald C. Stone and Frank P. Haven, managing editor, the Los Angeles Times, (Oct. 29, 1976).

[14]Harte-Hanks, op. cit.

[15]Sim, op. cit., p. 78.

[16]Niles Howard, "Community Shoppers Bid for National Advertising Dollars," Advertising Age, (Sept. 22, 1975), p. 50.

APPENDIX A

Hello, my name is _____. I am a journalism student conducting a survey for the Department of Communications at _____. Could I take about three minutes of your time for some questions? (Remember to balance for male-female if possible.)

1. When there's a race for mayor of your town, or when you have to vote on new parks in your community, where do you get your information?_____
_____

2. Which daily newspapers do you subscribe to?_____
_____

3. How often do you read the advertising in your daily newspaper(s)?

   Daily Several times per week Once a week Rarely Never

4. Have you ever placed an advertisement to sell something in your daily newspaper?

   (__) yes (__) No

5. Have you tried to buy an item offered in the want ads of your daily newspaper in the past year?

   (__) Yes (__) No

6. How many newspapers that contain news stories are thrown in your yard regularly or sent to you through the mail free of charge?_____

7. Can you remember the names of any of these papers?
_____

8. Do you read these newspapers which are delivered to your home free?

   (__) Yes (__) No

9. If yes, what types of stories do you read in these free newspapers?
_____

10. Do you read the advertisements in these newspapers? (__) Yes (__) No

11. Have you ever tried to buy an item offered for sale in one of these papers?

    (__) Yes (__) No

12. Have you ever placed an advertisement to sell something in one of these free papers?

    (__) Yes (__) No

13. How useful do you think these papers are?

    Very Useful Useful No Opinion Not Very Useful Useless

14. Have you ever been asked to pay for these papers or to make a donation?

(__) Yes (__) No

15. Have these papers ever been a problem or a nuisance for you?

(__) Yes (__) No

16. How often do you pick up a free newspaper at the grocery store or other store?

Weekly More than once a month Once a month Rarely Never

17. If you pick up a paper at a store, do you read them or usually just end up throwing them away without ever having read them?

(__) Usually read them (__) Usually throw them away

18. Have you ever placed an ad to sell something in one of these papers?

(__) Yes (__) No

19. Have you ever tried to buy an item offered in one of these papers?

(__) Yes (__) No

20. How useful do you think these papers are?

Very Useful Useful No Opinion Not Very Useful Useless

- -

INTERVIEWER COMPLETES REST IMMEDIATELY AFTER LEAVING HOUSE

Sex: (__) Male (__) Female

Age: (__) Below 35 (__) 35 to 55 (__) Over 55

Race: (__) Caucasian (__) Black (__) Mexican-American (__) Other

Income estimate of annual family income:

(__) under $10,000 (__) $10,000 to $20,000 (__) over $20,000

Type dwelling: (__) single-family (__) multiple-family, but entries face street
(__) apartment complex

Address:_____